

INTERNATIONAL UNIVERSITY BROADCASTS

The Intercollegiate Broadcasting System, an organization of over thirty college radio groups in the United States and Canada, plans to establish an international broadcasting service. Assurances of interest in the project and promises of cooperation have been received from about one hundred American universities not directly affiliated with IBS, in addition to the present members of IBS.

We believe that university people everywhere, both students and faculty, have a stronger feeling of international unity and understanding than the general public. Exchanges of students and teachers have done much to bring schools closer together, and the cooperation of scholars and scientists the world over on common problems has furthered this feeling of understanding. The aim of our project is to increase the scope of this understanding and to bring university people into closer intellectual and cultural unity by the presentation on an international scale of programs directed particularly at college communities. They will be programs not available through other broadcast services, which, by giving free expression to differing cultures and attitudes, will help crystalize a genuinely international viewpoint.

Existing international broadcast services are largely one-way arrangements and present primarily government-sponsored programs designed to interpret one nation to the rest of the world. The core of our plan is the production of programs with an international viewpoint, not representing any one nation, and not serving as the voice of any government. Material for programs will be drawn from the whole world of education and the programs will be presented to university communities in all cooperating countries.

Special-interest broadcasting for the college community would not compete with regular radio but would rather be designed to supplement it. The higher educational level of the listening audience will free the programs from many of the restrictions of broadcasting aimed at the general public. In the United States the college community is definitely not well served by radio, and special interest broadcasting in colleges has been carried on successfully for ten years by the members of the Intercollegiate Broadcasting System.

Among the programs presented should be documentary material on events of world importance, not reporting of world news, but rather the interpretation and discussion of material in terms of background and trends. The emphasis of such programs will be on the opinions and attitudes of university people everywhere about these events rather than on a narration of the events themselves. Such documentary programs would make use of dramatic techniques and of recordings of the actual events as well as narration and discussion. Recordings of important events, including meetings of the various UN councils, speeches, and "on-the-spot" news events are available and can be used in later documentary programs of this kind.

Discussion, commentary, and interviews are important methods of presenting varied viewpoints. Most universities include some students from all parts of the world. These as well as visiting foreign scientists, educators, and government officials will participate in radio discussions. These programs will originate from all cooperating colleges where suitable groups can be assembled; similar discussions in different languages on identical topics will be prepared and distributed to all members.

A series of commentaries will originate from many points and each speaker will base his comments on the ideas expressed by his predecessors.

Special attention will be given to programs dealing with various aspects of university life, such as comparisons of educational systems, student activities, student movements, university government, and student and teacher exchange programs, all of which will show university people how similar problems are being handled in different universities in various parts of the world.

Musical and literary material may be used where it contributes to an understanding of cultural differences and similarities.

Groups within the universities will assist in the preparation of program material. Drama societies, school orchestras, choruses, and radio groups will furnish a variety of talent. Many colleges have radio workshops; members of IBS operate fully equipped campus radio stations, and it appears likely that the number of campus stations will double within the next two years. Twenty-four colleges in the United States now operate educational AM stations, and the installation of hundreds of educational FM stations is anticipated during the next decade. Many of these can be expected to cooperate in the preparation and broadcasting of international programs. A central organization should plan program operations, requesting material from cooperating groups, combine and edit this material and distribute the completed programs. International in character and the composition of its staff, this organization will be without national bias and will attempt to give an unprejudiced presentation of all subjects.

In the United States the broadcasting of these programs to their intended audience will meet with little difficulty. Member stations of IBS, educational AM and FM stations, and, where ever necessary, commercial stations, will bring them to university listeners. In view of recent trends within the radio industry in this country the cooperation of the latter should be readily forthcoming. In other countries, where broadcasting and higher education are partly or entirely state directed and where educational organizations have no station facilities of their own, the regular radio organizations will be asked to make time available on local stations serving college communities. It may also become possible for some of the universities in other countries to acquire small

stations of their own, if they desire them perhaps by purchase of U.S. Army surplus property. The U.S. Army at present owns a large number of small excellently equipped stations used for broadcasting to troops. These, when declared surplus (as several already have been) would suit the needs of university groups ideally.

Recording is the most practical method of distributing our types of programs. It permits great flexibility, assures good reception, eliminates time differences between countries and, when broadcast over local stations, makes programs accessible to listeners without powerful short-wave receivers. This does not mean that short wave radio is to be discounted entirely, but its use will be restricted to those programs where recording proves impossible. The recordings will be arranged, edited, copied, and flown by air express to their destinations. It is planned to record each program in four or five languages (English, Spanish, French, Russian, and German), and add other versions when special demand exists. Native speakers will be used whenever available, or, where none are available, foreign language students with good knowledge of the language.

The organization to carry out this project need not be large. As we expect a high degree of cooperation from universities, faculties and students alike, the number of paid workers can be kept at a minimum. A central office should be established with a small staff of executives, producers, and secretarial workers. Their task will be to carry out the programming policies established by the member universities. All member universities will have equal voice in the formulation of program policy. It may later be advisable to establish branch offices in other countries which will be in close touch with the universities in each area and will act as liaison between the members and the central office.

The steps in the process of building the organization will be roughly as follows:

- Exploratory talks with representatives of educational agencies and broadcasting organizations.

- Enlistment of financial support from educational foundations for the establishment of the project, to cover the costs of producing and distributing programs.

- Setting up of the central office.

- Establishment of close contact with prospective member universities and governmental agencies regulating communications and education. This will give us a clear picture of the facilities available, the amount of governmental assistance we can count on, and the extent to which each member is able to participate in the preparation of programs.

- Formulation of program policy in cooperation with the member universities.

- Preparation and distribution of programs.

Kurt L. Shell
Director of International Broadcasts

David Linton
Program Manager

